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November 18, 2003 (Date of Transmission)  
11/18/03 Jenni KAPLAN  
Date Name  
Jennifer (J) Kaplan  
Signature

Customer No.: 07278

Docket No.: 06727/000H449-USO

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Amir Herzberg, et al.

Serial No.: 09/625,006

Confirmation No.: 7174

Filed: July 25, 2000

Group Art Unit: 3621

For: MICRO PAYMENT-BASED ADVERTISING

**POWER OF ATTORNEY**

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

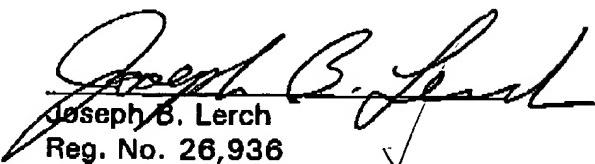
Sir:

The undersigned attorney of record in the above-identified application  
 hereby appoints: Sanford T. Colb, (Reg. No. 26,856) of Sanford T. Colb & Co., 4  
 Shaar Hagai, P.O. Box 2273, Rehovot 76122, ISRAEL, with full power to

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prosecute said application, and to transact all business in the United States Patent and Trademark Office in connection therewith.

Respectfully submitted,

  
Joseph B. Lerch  
Reg. No. 26,936  
Attorney for Applicants

Dated: November 18, 2003

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